RJ Reynolds
Tobacco Company

J. L. Merusi
KEY ACCOUNT MANAGER

27 Randall Rd.
Rochester, MA 02770
508-923-0521
FAX 508-923-0240

July 21, 1997

Sales		Retail
1221	1225	20,21,22,24
1222	1223	
1223	1226	23,24
1224	1229	
1225	ROM	
1226	PC	SC
1229	MC	PA
1240 AE		
1244	RSM	RBM

TO: Boston ROU
Philadelphia ROU
Pittsburgh ROU
NY Metro ROU ✓
Buffalo ROU

RE: CUMBERLAND FARMS
CID #0107-XX-XX

Ladies & Gentlemen:

The following is an authorization for the placement of Winston advertising from Mr. Al McKay, V.P. of Marketing to all Cumberland Farms Field Managers approves the following:

* BUSINESS HOUR SIGN
* PUSH / PULL SIGN
* OUTDOOR BANNER
* WINDOW SIGN

Please utilize "No-Bull" advertising for all pieces with the window sign reflecting the "Stick-to-Stick" copy.

This authorization will extend at least through the remainder of 1997.

Mr. McKay will be sending out a subsequent bulletin authorizing placement through the end of the year.

In the event you require additional advertising pieces to fulfill this authorization, please advise.

Sincerely,

Jim

J. L. Merusi
JLM/sec

cc: H. A. Burke
S. W. Manos
A. Evanchick
M. Robleto
E. Venooker
DM's & RM's

"We work for smokers."

51850 6257

Source: https://www.industrydocuments.ucsf.edu/docs/hhby0000